Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application.

Listing of Claims:

Claim 1 - 5 (Cancelled)

Claim 6 (Currently Amended): An electronic commercial transaction supporting system, comprising:

a shop, connected to a network, configured to present merchandise to customers via the network; and

a business information management system connected to the network, wherein said shop includes:

a correspondence generating unit configured to specify correspondence relations between attributes that are objects of interest for a plurality of respective <u>customers and attributes of the merchandise</u> <s>subjects</s> in an electronic commercial transaction at an actual stage of the <u>electronic commercial</u> transaction, based on an equivalence relation which satisfies a reflexive law, a symmetric law and a transitive law, the correspondence generating unit also configured to extract, by a cellular decomposition operation, one or more of the specified correspondence relations as a common subspace satisfying a necessary condition for concluding the electronic commercial

transaction by decomposing a set of attributes into nonempty disjoint equivalence

classes according to the equivalence relation;

a table associated with the shop and configured to record the extracted

correspondence relations; and

a correspondence presenting unit configured to present the extracted

correspondence relations to subsequent customers the subjects in the in subsequent

electronic commercial transactions in a manner such that the common subspace

satisfying a necessary condition for concluding [[the]] prior electronic commercial

transactions is attached to cellular spaces corresponding to the subsequent customers

subjects in the subsequent electronic commercial transactions by a cell attaching

operation,

wherein, the specifying of under the equivalence relation, the correspondence

generating unit is configured to specify a correspondence relation between attributes

that are objects of interest for the plurality of respective customers and attributes of the

merchandise comprises:

specifying a correspondence relation between search information input by the

customer at the time of a search and information about merchandise selected by

the customer in concluding the electronic commercial transaction search

keywords which the customer gave at the time of search for a desired

merchandise, and information, utilized by the customer, among information on

the merchandise presented by said shop as a result of search, and

is configured to inspect~~ing~~ a history of <u>prior electronic commercial</u> transactions to

determine whether the specified correspondence <u>relation</u> is a new

correspondence relation~~, in which case~~ <u>because</u> the search <u>information</u>

~~keywords~~ <u>was not previously corresponded to the information about the</u>

<u>merchandise presented by said shop, and</u>

<u>where the specified correspondence relation is a new correspondence relation,</u>

<u>the search information defining the new correspondence relation is</u> [[are]]

corresponded to ~~the information utilized by the customer among~~ information on

the merchandise <u>selected in concluding the electronic commercial transaction</u> [[,]]

as a new attribute and recorded in the table,

wherein the correspondence presenting unit is configured to read out and

present the correspondence relations stored in the table at a stage of <u>a subsequent</u>

~~another~~ <u>electronic commercial</u> transaction, and

wherein said business information management system includes a functional

block configured to refer transversely to respective tables of a plurality of shops.

Claim 7 (Previously Presented): A system according to Claim 6, wherein said business

information management system further includes a second functional block configured

to detect a desired correspondence relation from said correspondence relations

recorded in the table of any of said plurality of shops.

Claim 8 (Previously Presented): A system according to Claim 7, wherein said business information management system further includes a third functional block configured to present the detected desired correspondence relation at an actual stage of an electronic commercial transaction at another shop.

Claim 9 (Previously Presented): A system according to Claim 6, wherein said shop further includes a local business information management block configured to manage the table.

Claim 10 (Previously Presented): A system according to Claim 7, wherein said shop further includes a local business information management block configured to manage the table.

Claim 11 (Previously Presented): A system according to Claim 8, wherein said shop further includes a local business information management block configured to manage the table.

Claim 12 (Previously Presented): A system according to Claim 9, wherein said local information management block includes a maintaining functional block configured to inspect accumulating correspondence relations and to suitably modify the correspondence relations.

Claim 13 (Previously Presented): A system according to Claim 10, wherein said local information management block includes a maintaining functional block configured to inspect accumulating correspondence relations and to suitably modify the correspondence relations.

Claim 14 (Previously Presented): A system according to Claim 11, wherein said local information management block includes a maintaining functional block configured to inspect accumulating correspondence relations and to suitably modify the correspondence relations.

Claim 15 (Previously Presented): A system according to Claim 12, wherein said maintaining functional block is configured to detect mutually-contradicting correspondence relations among the accumulated correspondence relations and to keep the more appropriate correspondence relation while deleting the other correspondence relation from the table.

Claim 16 (Previously Presented): A system according to Claim 13, wherein said maintaining functional block is configured to detect mutually-contradicting correspondence relations among the accumulated correspondence relations and to keep the more appropriate correspondence relation while deleting the other correspondence relation from the table.

Claim 17 (Previously Presented): A system according to Claim 14, wherein said

maintaining functional block is configured to detect mutually-contradicting

correspondence relations among the accumulated correspondence relations and to

keep the more appropriate correspondence relation while deleting the other

correspondence relation from the table.

Claim 18-22 (Cancelled)

Claim 23 (New): An electronic commercial transaction supporting method, comprising:

    providing an e-mall having at least one e-shop, including:

        an e-merchandise database, and

        an attribute correspondence table;

    recording, within the e-merchandise database, an initial set of product attributes

associated with a plurality of products;

    receiving a first customer query from a first e-customer via a network, said query

including a set of first search attributes;

    presenting, to the first e-customer, first product results including at least one

product selected from the plurality of products, the first product results based on:

        the initial set of product attributes, and

        the first search attributes;

    detecting if the first e-customer purchases a first product selected from the first

product results;

determining if any attributes of the first search attributes did not previously exist

in the attribute correspondence table, and for each such attribute:

defining such attribute as a new attribute, and

recording at least one new correspondence relationship between the new

attribute and a product attribute that is associated with the first product in the

attribute correspondence table; and

for at least one iteration:

receiving a subsequent customer query from a subsequent e-customer, said

subsequent customer query including a set of subsequent search attributes;

presenting, to the subsequent e-customer, subsequent product results including

at least one product selected from the plurality of products, the subsequent

product results based on:

the initial set of product attributes,

the subsequent search attributes, and

the correspondence relationships recorded in the attribute

correspondence table;

detecting if the subsequent e-customer purchases a subsequent product

selected from the subsequent product results;

determining if any attributes of the subsequent search attributes did not

previously exist in the attribute correspondence table, and for each such

attribute:

defining such attribute as a new attribute, and

recording at least one new correspondence relationship between the new

attribute and a product attribute that is associated with the subsequent

product in the attribute correspondence table.

Claim 24 (New): The electronic commercial transaction supporting method of claim 23,

further comprising:

providing a business information management system, wherein the business

information management system receives at least one of the first and subsequent

customer queries, and wherein at least one of the first or subsequent product results are

also based on correspondence relations recorded in attribute correspondence tables of

any of a plurality of e-shops.

Claim 25 (New): The electronic commercial transaction supporting method of claim 23,

further comprising:

detecting mutually-contradicting correspondence relations among the

correspondence relations in the attribute correspondence table;

defining an apparently false correspondence relation from the mutually-

contradicting correspondence relations based on statistical analysis; and

deleting the apparently false correspondence relation from the attribute

correspondence table.